



Kate Moodley

Franchise Director at Discovery Consulting Services

Director, manager and now a successful author, Kate Moodley shares her experience in the medical schemes arena.



NAME

Kate Moodley

POSITION

Franchise Director of Discovery Consulting Services

PREVIOUS PORTFOLIOS

General Manager at Momentum

UNIVERSITY

University of Natal, University of Free State and Gordon Institute of Business Science (GIBS)

QUALIFICATIONS

BA, LLB, LLM, CFP, MDP

OTHER INTERESTS

Writing (I just completed my book on personal branding which was launched in February 2012), diving, travelling, riding my motorcycle and gym

BEST DECISION

Joining Discovery

WORST DECISION

Not completing my book sooner

“It is important for women to empower themselves through education to make correct financial decisions.”

What are the current activities and main functions of your organisation?

My sole responsibility is to distribute all Discovery’s products to independent financial advisers and ensure that we continuously increase the market share within the financial adviser space. My team and I actively market all Discovery’s products to financial advisers who then sell it to the end client.

What do you see as your main growth areas for the year ahead and why?

Discovery Insure. It is a new product on the market and it has a great runway. We have approximately 10,000 clients at present and strive to increase the footprint within South Africa. We undoubtedly have the best product on the market backed by an incredible brand. Many of our clients have already bought into the Discovery Vitality concept which has made it a lot easier for us to market Discovery Insure with VitalityDrive™ on the short-term side.

The business arena and many sectors are historically male-dominated. Do you think the current role of women in business is a true reflection of their potential?

Definitely not. I believe that a number of organisations need to put a lot more effort into gender empowerment as women bring a different style of leadership. In saying that, it is also imperative that you should not just be appointed to a position because of your gender but more importantly, because you are the best in your field. There needs to be specific initiatives towards gender empowerment.

What do you hope will change in South Africa and how are you assisting in making that change happen?

It is extremely important that women empower themselves by learning to make correct financial decisions around savings, retirement, estate planning, etc. We need to be in control of our

finances. With the launch of my ‘Discover Yourself’ programme last year, I hope to reach as many women as possible in three important areas: financial wellness, spiritual wellness and physical wellness.

What are the most challenging aspects of your current position?

This industry has become increasingly regulated (definitely the correct approach) which has made it difficult for new entrants into the financial planning industry. As a result, it has become a bit of a challenge to recruit new staff.

What are your views on the progress of South African women in the boardroom?

The reality is that more than one third of South Africa’s listed company boards do not feature any women and this is not acceptable. Women have the ability to bring a different style of leadership to the board with a different level of understanding and perception of some issues. In addition, by having women in senior management positions, it allows them to create opportunities for other women within the organisation.

Define your management strategy and how it has assisted in achieving your goals?

I am a firm believer in empowering people; therefore, it is imperative that they run their individual panels as their own business. I set clear goals and ensure they have the means to achieve it.

What is your personal work ethic or philosophy?

Commitment to excellence and to leave a legacy I can be proud of.

What makes you most happy to be a South African?

Apart from the fact that it is home, it is such a cosmopolitan country and there are so many opportunities available within South Africa. It is a third world country with a first world infrastructure, and South Africa continues to impress the global community.